

# AmeriList's Man's Best Friend



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 19,820,695**  
**Base Rate: \$65.00/M**

## Description Summary

Dog owners are very caring and loyal to their companions. There are over 12 million dog owners in the United States. In addition to being highly dedicated, these consumers are constantly making purchases for their "best friends" like grooming, toys, pet supplies, kennels, training, and more. These owners would do anything to provide the best for their dog. It takes a lot to maintain the mess that comes with owning a dog, so these owners tend to seek out carpet cleaning, furniture repair/refurbishing, and others. AmeriList can arrange your dog owner data by income, age, presence of children etc.

## How Our Data Is Compiled

Our Dog Owners Database is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- Approximately 44% of all households in the United States have a dog
- Americans spend approximately \$5 billion on holiday presents for their pets

## Recommended Usage

This file is perfect for marketers who are trying to reach dedicated and loyal consumers who are willing to spend the necessary funds to make sure their "best friends" are living the good life. Marketing to dog owners would be useful for pet stores, grooming companies, dog food companies, toy companies, dog apparel companies, carpet and furniture cleaning, exterminators and veterinary services, and much more. This Dog Owners Database can be used for direct marketing to help businesses looking to make contact with dog lovers.

### Market Type

U.S. Consumers

### List Channels

Postal, Email & Telemarketing

### Source

Self-Reported

### Output Options

Electronic, Printed

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000  
Price: \$325.00

### Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age	Income	Presence of Pets
Gender	Occupation	Buying Habits
Geography	Marital Status	Hobbies
Lifestyle	Presence of Children	Phone

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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